Welcome to the Backstitch April 2014 issue!

It’s a privileged month for us, indeed!!! April 3, 2014 marks the 15th Foundation Day of the ARCH Academy of Design. The month is also special for ARCH as it observes the 3rd Anniversary of ‘Backstitch’. This time the entire ARCH family is looking forward to celebrate its 14 year journey wherein it has grown from a mere 2 room residential set-up to a full fledged institution through which have passed more than 4000 Design professionals, as of date. Aligned with its vision, ARCH has adopted a multi-dimensional approach to benefit diverse communities across the globe and is mandated primarily to meet the skilled manpower and technology needs of the Design & Craft industry. Recently, on the occasion of International Women’s Day on 8th Mar.2014, ARCH launched the 4th edition of the ‘Vital Voices Global Mentoring Walk’ at Jaipur. Her Excellency, Margaret Alva - Governor of Rajasthan and a Vital Voices award recipient, unveiled the poster of the Mentoring Walk. Recognizing the importance of “Paying it Forward” by giving back to others in the community, 50 Mentors & 50 Mentees (established woman leaders & young professionals), walked with me through the Central Park to demonstrate belief in the importance of women leadership and participation in society. Ms. Lad Kumari Jain - President, State Women’s Commission was present as the Chief Guest. This issue of Backstitch also glances at the 11nd Jaipur Art Festival concluded recently at Diggi Palace as well as the Chr’Cha event (M’Arch On Campaign) titled ‘Share the Creative Women in You’. With the beginning of the new financial year (2014-15) and in furtherance to achieve the overall objective of community development, ARCH is looking forward to collaborate with established institutions to initiate certified Skill Development training Programmes for semi-skilled/ under-employed craft artisans and youths to provide them job-oriented skills & accreditation under the STAR Scheme. Ministry of Finance, Govt. of India.

Well, one of the best things about editing a magazine is that you learn about different kinds of people, places, and things you otherwise would not. I hope you also learn as much from it as I did. Looking forward to your views...
**Intarsia**

Intarsia is a knitting technique used to create patterns with multiple colours. As with the woodworking technique of the same name, fields of different colours and materials appear to be inlaid in one another, but are in fact all separate pieces, fit together like a jigsaw puzzle.

Knitting in intarsia theoretically requires no additional skills beyond being generally comfortable with the basic knit and purl stitches. Materials required include multiple colours of yarn, standard needles, and bobbins. Bobbins serve to contain the inactive yarn and help keep it from getting tangled. Unlike the narrow, wooden ones used to make bobbin lace, modern intarsia bobbins resemble translucent plastic yo-yos that can snap tight to prevent the yarn from unwinding.

After winding a few yards of each colour onto its own bobbin (and possibly several bobbins’ worth of some colours), the knitter simply begins knitting her/his pattern. When she/he arrives at a point where the colour changes, the knitter brings the new colour up underneath the old one (to prevent holes) and starts knitting with it. If flat knitting, at the end of the row, the piece is turned round just as with regular knitting, and the knitter returns the way she/he came. The simplest intarsia pattern is for straight vertical stripes. After the first row, the pattern is continued by always working each stitch in the same colour as the previous row, changing colours at exactly the same point in each row. To make more elaborate patterns, one can let this colour boundary drift from row to row, changing colours a few stitches earlier or later each time.

Intarsia patterns are almost always given as charts (which, because of the mechanics of knitting, are read beginning at the lower right and continuing upward). The charts generally look like highly pixelated cartoon drawings, in this sense resembling dot-matrix computer graphics or needlepoint patterns (though usually without the colour nuance of the latter).

**Graphic Design**

**INK HOLDOUT**

The ability of paper to resist penetration of the ink and not absorb it into the fibers of the paper is termed ink holdout.

The degree in which a paper is able to hold ink consistently on the surface, preventing excessive absorption of the ink. A paper with a high holdout level results in a sharper, more clearly defined dot. High holdout ability can also create potential problems. Ink can rub off the printed sheet because of the low absorption rate of the paper and the ink can smear onto other printed documents. Overprint varnishes, aqueous coatings, or UV coatings may be applied to applications printed on paper with a low absorption rate in order to prevent potential problems associated with high holdout.
From the Readers’ Desk

Prof. Bhawani Shankar Sharma, Artist, Former Chairman, Rajasthan Lalit Kala Academy

"Congratulations on another outstanding issue! You just keep getting better and better. As an Artist and a first generation Indian, I can relate to the struggle that existed to have a relevant Design pedagogy for our young Designers of this age with the fundamentals of the rich Art & Culture of our Society. I truly appreciate the initiatives of Arch Academy towards helping to "bridge the divide."

Vipin Sharma, CEO - ACCESS Development Services

"I have been reading your magazine for the last few months. It's a very slickly produced magazine, very sophisticated in its orientation, comprehensive in its coverage, and the look and feel is very contemporary; matching the requirements of a design school. Your previous issue impressed me even more than the one before. The last issue managed to balance fashion, trends, interiors, student initiatives, faculty intent and the alumni commitment very succinctly. I was happy to see the good coverage on global events and trends while also your commitment to the local traditional skills and crafts. I'm very thrilled to get support from ARCH on our ambitious UPLIFT programme, which you covered in detail. I look forward to read your next issue and continued association with this dynamic institution."

Dinesh Sharma, GM - Revenue, JMRC

"I appreciate the relevant content of your magazine Backstitch and the significant project coverage of the successful Design & development of the Jaipur Metro Uniform by ARCH in collaboration with JMRC. It's nice to finally read about the celebratory events (Arch Convocation Day & JM Uniform Design celebrations at WassUp) and things that matter to us. Keep up the good work."

Timmi Kumar, Trustee, Help in Suffering; Art Collector & Exhibitor

"I am so pleased that ARCH has introduced Animal Protection as Design inspiration for a project. Backstitch is a classy and inclusive magazine bringing in quality to the Design community. Your latest issue is simply amazing and what is great, it has an appeal for every woman. (Mentoring Walk - The Art of Giving and Women Leaders - Paying it Forward). A publication like Backstitch has been needed for a long time. We are all very proud of it. You people are really doing an excellent job."

Smita Chaudhary - Regional Director, Pearson Qualifications International - India

"Design education today has become an indispensable part of our professional education system, with the designers role taking the front-stage across many industries. ARCH Academy of Design is doing commendable work in preparing the designers of tomorrow & Backstitch is a great reflection of the passion & excellence that the students & teachers at ARCH are putting in the learning process. I really enjoy going through Backstitch - it’s so informative, refreshing & with the times!!!"
Design Today

Design Education is the New Age Career Opportunity for Transformation & Change

Ms Archana Surana
Educationist
Founder & Director
Arch Academy of Design
For queries write to admission@archedu.org

Q I want to go abroad for a degree in Design but find the cost too prohibitive. Is there a cost effective equivalent option available to me?
A Yes, ARCH Academy of Design in partnership with PEARSON Edexcel, awards BTEC (Business and Technical Educational Council) Level 5 Higher National Diploma in Art & Design qualifications allowing students to study at ARCH, and then if desired, take the opportunity for progression to a select international university and get an International Degree in only one year. This brings down the cost tremendously. All EDEXCEL qualifications are accredited by the Qualifications and Curriculum Framework (QCF), a body of the UK Government. Arch is the only approved Pearson Edexcel centre in India that offers 8 BTEC programmes in Design.

Q I am a graduate and am looking for short professional courses in Design or Management. Does ARCH offer something like this?
A We offer vocational qualifications which are work-related and are suitable for a wide range of learners, built to accommodate the needs of employers and allow progression to university. These are more practical, and is a real-world approach to learning alongside a key theoretical background. These programs are being certified by International bodies like Edexcel & LCCI International Qualifications from Pearson and are among the best recognised and most highly regarded qualifications in the world.

Q I am a student at ARCH & Jaipur?
A Jaipur is a thriving student city, the college experience at ARCH is more than just classes. It’s about discovering and developing an understanding of the culture while getting exposed to the art, craft and talent of the local creators; understanding and contributing in real ways to the evolution of sensibilities through the study and practice of Design. Jaipur is popularly known the world over as the ‘Pink City.’ Glimpses of the glorious history of Jaipur are visible in its crafts, city planning, royal artifacts, colourful culture, and splendid forts. Jaipur today is a hub for industries connected with craft export, jewellery, block printing, textiles etc.

Q What kind of experience will I get as a Design student at ARCH & Jaipur?
A Jaipur is a thriving student city, the college experience at ARCH is more than just classes. It’s about discovering and developing an understanding of the culture while getting exposed to the art, craft and talent of the local creators; understanding and contributing in real ways to the evolution of sensibilities through the study and practice of Design. Jaipur is popularly known the world over as the ‘Pink City.’ Glimpses of the glorious history of Jaipur are visible in its crafts, city planning, royal artifacts, colourful culture, and splendid forts. Jaipur today is a hub for industries connected with craft export, jewellery, block printing, textiles etc.
Rita Burman is currently working with Rezart, a company that manufactures exclusive studded jewellery in 18kt/14kt gold with the use of latest technology. The creative designs are pure works of art inspired by nature. To add value to its designs, Rezart uses texture, enamelling, and kundan work with diamonds and coloured stones. Each of the jewellery pieces are 3dcal. Rezart also produces designer watches. Because of its excellent craftsmanship, combined with competitive pricing and quality control, it has for long had a wide base of satisfied customers.

**Awards**

1) Outstanding student of Arch award in the year 2000-2001
4) Awarded a special Art Director Award in Tahitian Pearl Trophy, 2007-08.
5) Finalist in India vision 2001 Jewellery Design competition (organized by JPDC Delhi).
6) Finalist in 4th All India Jewellery Design competition (IIJ VISION 2008).
7) 1st prize winner in JAS (Jewellers Association Show, Jaipur) - Jewellery Design award 2010.
9) Best professional performance award (jewellery design) in the year 2007.
10) Award of excellence for Entrepreneurship (year 2013)

Arch has always been with me right from the day when I laid the foundation of my career. Arch is Arch and I am sure that there could not be any other Arch which could give me the right approach to enter the colourful World of Gems and jewellery. I always feel proud of my association with Arch. Archana Ma’am has always been with me as a mentor, who drove my excellence from inner self to the outer world.

Radhika Sharma is working with ‘Shoppers Stop Ltd.’ since April 2009. At Shoppers Stop she is responsible for window exhibit, in store displays, maintaining focal point displays, ensuring branding and fixtures as per layout, basic hygiene in terms of overall looks of the merchandise display, and keeping a track of then VM material. Besides, she is also accountable for other Shoppers Stop stores.

Earlier she was working at the Gaurav Tower store outlet (commonly known as GT in Jaipur) in the absence of the unit Visual Merchandiser and was a part of the store opening team for Indore, Bhopal and WTP store.

I completed my course in Fashion Design in 2006 through campus placements I got the opportunity to work as a visual merchandiser at Shoppers Stop, Jaipur. Since then I have continuously upgraded my skills and I am glad to share that I have been rewarded with three awards in 2011 from Shoppers Stop as ‘Best VM’ (Regional), ‘Best Store’ and ‘Best VM’ (Pan India), and Quality Control.
I am Manan Surana, a student of Maharaja Sawai Man Singh Vidyalaya of class XII now. I have been into photography for about a year and a half. My main interests are in Nature and wildlife compositions because they appeal to me and I can relate to them. Photography for me is way of life - through which I share my world with others. I also maintain a Facebook Page to communicate with the world: 'Photography.Manan Surana'. Till now I have uploaded about 6 albums - 'Go Green', 'Colours of War!', 'A Bug’s LIFE', 'The Gift of Primary Colours!!', 'Wildlife at it’s BEST!' and 'Souls of Nature'.

This Album displays the "Colours of War" from the "Blue" COOL Strategies to the "RED" Heated Battles, this is what you see in the game of CHESS, where the Mind is ‘Calm’ and the game is on ‘FIRE’...! This is my first product photography album in which I have used neon glow sticks with Glass chess pieces which eventually resulted in a few amazing colour schemes and compositions. I started off by clicking pictures of my mother but ended up on the chess board in a completely dark room at 2 a.m in the morning!

I am Vriddhi Sawlani, a student of Maharani Gayatri Devi Girls School. I have been into photography for 2 years and as a result of serious efforts and commitment towards my work in this field, I now hold the post of ‘Vice President’ of the ‘MGD Photography Club’. My main areas of interest are Still Life, Architecture and Portraits which appeals a lot to me and prompts me to work more on emotions. I have won 3rd prize in a contest in Xaviers School, Jaipur. With a focus on the theme - Portraits, I am keenly looking forward to work more in the field and gain the right kind of exposure and experience to enhance my creativity.

I am Shubham Sharma, Xavierite and am a passionate, hard working, experimenting photographer. Photography has been my passion since the past two years, which made me the President of the Xavier’s Photography club. I’ve organised many interschool photography competitions and won several awards in the same.

The thinking and reason behind clicking such pictures was to capture some alluring moments with my lens, and through my final presentation, to share with you my increasing awareness of the different colors present in our lives.
Begin Early
THINK CHANGE

INTERACT has become a worldwide phenomenon where almost 200,000 young people are involved with more than 10,700 Interact clubs in 109 countries...

Kaleidoscope is a one day Rotary Interact District Assembly for young people between the age of 12 to 18 years. Sponsored by individual Rotary clubs, INTERACT has become a worldwide phenomenon where almost 200,000 young people are involved with more than 10,700 Interact clubs in 109 countries. It is an endeavor to bring young people together and make them believe that "I can" is 100 times more important than IQ. It will focus on activities which will mobilize young minds in making new friends, improving their community, developing leadership skills with thought, actions and initiatives to make a difference in the world. The conference will bring together leaders who have failed over and over in their life and hence have succeeded. These Assemblies will be chaired by Interact Chair PP Rtn. Ms. Archana Surana (RID 3052) and under the able guidance of District Governor Rtn. Anil Agarwal (RID 3052). The Interact District Assembly 2014 aims at having young students learn the importance of:

- Developing leadership skills and personal integrity
- Demonstrating helpfulness and respect for others
- Understanding the value of individual responsibility and hard work
- Advancing international understanding and goodwill

The Interact Assembly has proved to be very effective for personality development & character building in young people. This year we are organizing Assemblies in 2 Districts i.e. Jaipur & Udaipur. It will include:

- 'Design for Change' Workshop - To be conducted by Ms. Kiran Bir Sethi, DFC (India) in Jaipur. Kiran is a founder of Design For Change (DFC), and the founder-director of the Riverside School in Ahmedabad, Gujarat, India. This movement has spread to over 35 countries in three years. Kiran started this global movement with a conviction that if children are empowered and made to feel that they can take matters into their hands, they will change the world for the better. DFC is the wonderful, amazing concept for children to comprehend the real world, to take up the challenge for individuals, even the society, and the world. The mission of education is not too ideal to achieve if it is just as government's policies or the by-product of chaotic, fast reformulating society. The initial mission of education is simple and easy, that of helping children find their dreams. A workshop on creating useful things from waste materials 'Global Game by Shikshantar' - shall be taken by Ms. Vidhi Jain, Shikshantar, Udaipur. A 'Design Thinking Workshop' – will be conducted by Prof. Benoy Thoppumpal, Director Academics, Arch Academy of Design at Udaipur. This workshop would help the students to develop the requisite attitudes, values, skills & sensitivity related to the field of Design and Creative Thinking. The Assembly in Jaipur is sponsored by Rotary Club Jaipur Elite whereas for Udaipur, Rotary Club Udaipur Udai is the main sponsoring club. The Arch Academy of Design is the Knowledge partner of the event and Backstitch is the Magazine Partner. The steps taken by the Interact to spread leadership and create new ideas will help accelerate the rate of progress of economic & social development unlike ever before in human history.

Megha Jain

Mr. Manish Jain (Founder & Coordinator, Swaraj Univ.) interacting with students

School students participating enthusiastically in an exercise
Design For Change

To celebrate the most inspiring stories of the DFC School Challenge 2013, DFC hosted the I CAN Celebration and Exhibition on January 18th, 2014. More than 80 children from over 30 schools and 22 cities all over India participated.

DESIGN FOR CHANGE is designed to give children an opportunity to express their own ideas for a better world and put them into action. Children and adults learn through the Design for Change Challenge that “I Can” are the two most powerful words a person can believe. Children who have discovered this are changing their world. This year, Design for Change reaches 34 countries and over 300,000 schools inspiring hundreds of thousands of children, their teachers and parents, to celebrate the fact change is possible and that they can lead that change! Through the four easy steps: Feel, Imagine, Do and Share, children are dreaming up and leading brilliant ideas all over the world, from challenging age-old superstitions in rural communities, to earning their own money to finance school computers to solving the problem of heavy school bags – children are proving that they have what it takes to be able to ‘design’ a future that is desired. “It’s my personal story,” says Kiran. “I just wanted better quality education for my son. Instead of enduring the poor quality of her six-year-old son’s school, Kiran Bir Sethi founded the Riverside School in Ahmedabad, India, and it quickly became recognized as one of the most innovative educational systems in the world. It was never my intention to build a big institution that would become world-renowned.”

ARCH Academy of Design has supported the DFC initiative by awarding prizes worth Rs5000/- to each jury mentioned Award Winning Team.

Ms. Kiran Bir Sethi, Founder DFC India with school children

Mr. Sanjay Joshi, Sr Manager Projects, Arch presenting the Awards to the winning teams

Students Project work on display at DFC’s Exhibition (I Can)
A Day to remember- 8th March, the International Women’s day. To mark this event, a Vital Voices Global Mentoring Walk was organized in Jaipur by Ms Archana Surana the flag bearer of the program. Themed PAYING IT FORWARD, the idea behind this walk was to see the already established women leaders from various fields nurturing the potential of the city’s women planning to venture into new fields—be it business, education, crafts, food, social work, etc., uniting them and mentoring them to help realize their potential. The mentors are expected to listen to the problems faced by new business women, entrepreneurs, professionals, etc and based on their own experiences, advise & guide them over their hurdles. Moreover, mentors also share their contacts/networks in the respective fields with the mentees so that they can be benefited in the future. Program activities started from 7.00 am.

There was a lot of energy on that early morning, and Flag bearer Ms Archana Surana addressed the gathering. She welcomed all the eminent guests and read the message of Her Excellency Ms. Margaret Alva, Governor of Rajasthan. Prof Lad Kumari Jain, President of the Women’s Commission, Rajasthan was the honourable Chief Guest. She gave a very enlightening speech on women empowerment saying that women should stand united and throw a strong message to the masses to eliminate all kind of gender, class and caste discrimination. She added that violence against women is violation of human rights. She explained the role of the UN Commission for Human Rights which is totally de-
voted to strengthening and empowering women. Prof. Pawan Surana, Former, Chairperson, Women’s Commission, Rajasthan and Former Principal of Maharani College, gave a message that women should stand united with courage & display their own capabilities to gain respect in society. At the debriefing session at ‘Tapri – the Tea House’, after the walk, the mentors and mentees shared their ideas, experiences, and feelings about what they gained out of the event, and their further expectations. Following this, the participants had their networking session followed by breakfast. The event proved to be beneficial for the mentees as it was a step to a successful career, opening doors to new networks for collaboration, and opportunities. It gave these women mentors exposure and a chance to interact with professionals and experts in related fields, and its effect provided them with useful information regarding the promotion and marketability of their products and vocational activities. Participants also gained ample knowledge towards upgradation of their skills, this affirming the purpose of the event as well as the usefulness in associating with the event. With these achieved, the mentees plan to continue their links with the mentors for further collaborations.

Interaction between women and amongst women through these activities is important to throw out the violence happening against women. The most essential tool for women empowerment is to be the support structure of other women.

“VIOLENCE AGAINST WOMEN IS THE VIOLATION OF HUMAN RIGHTS”

Prof. Dr. Lad Kumari Jain
President, Women’s Commission, Rajasthan

I have strong belief in entrepreneurship & self-reliance and it has always been my intention to play a role in shaping the lives of budding professionals (young girls), housewives, and female members of the disadvantaged craft communities living at the base of the pyramid. I am passionate about my work and always look forward to open new dimensions in life.

Archana Surana,  
Flag Bearer, Vital Voices
The students of the Arch Academy of Design attended the 2nd day of Wills Lifestyle India Fashion Week Autumn/Winter which began from 26th March 2014 in Delhi. It was very inspiring for us to be there at the Fashion show and see the exhibitions of the designers at their stalls. To see, up-close, the detailing on the garments, surfaces and impeccable cuts and tailoring along with the glamour part of the Industry. Wills Lifestyle started on a very chic note. Pratima Pandey showcased her collection titled “Singing Sparrow” which drew inspiration from French nightingale, Edith Piaf’s signature song, ‘La Vien Rose’. It had layered asymmetrical garments. She used traditional fabrics like chanderi for mens jackets worn over fitted pants. It was an eco friendly, varied line collection with a mixture of fabrics like sheer lace, cotton, velvet and of course raw silk. The designer played with a lot of dark colours in all her outfits. The only accessories used by the designer in her collection were head accessories which was kind of unique. Out of the many bold and dark colours there was also a tinge of white with floral embroidery at the hemlines which was beautiful. It was striking with shades of red mixed with black and gold. Designer Vaishali S. rediscovered her previous collection in her presentation. Her inspiration for the collection is “Bhima Shadja” a famous raga in Hindustani classical music. She presented a very classy and easy to wear Autumn/Winter collection with flowy drapes, Silhouettes layered with white organza, wispy layering, peek-a-boo waists & handkerchief hems. White was the dominant colour but there was also black charcoal grey and mustard yellow on the runway. She said she thought that grey and white played very well with her concept. She presented her silhouettes in an illusionary manner because she wanted to break free from the image of conventional garments. Apart from Silk and Chiffon, Khadi Sheer fabric was also used in her collection. The “Muoho” collection was showcased by Kiran and Meghna. It predicted a fall winter trend which would be more towards comfort and full of organic fabrics. Their Collection was inspired by the breath taking beautiful aesthetics of Morocco. The designers also teamed their collection with headgear, necklaces and bangles. They used accentuated motifs mixed with delicate drapes. They played with embroidery and handcrafted fabrics.

Compiled by Aparna Yadav & Pallavi Gupta

Arch Fashion Design Faculty & Students at India Fashion Week at Pragati Maidan, New Delhi

Far Left: Designer Pratima Pandey; Her collection “Singing Sparrow” & Above: Designer Vaishali S. with ARCH team
**Jaipur Art Festival**

*Stretching the Canvas*

With the mood swinging vibe of the space, one could feel how lost each artist was in their work.

_Deepstasree Saha, Foundation_

Jaipur, the city of culture & art celebrated the IIInd art festival at Diggi Palace. It started on 19th March and continued till 23rd of March. This five days long festival celebrated art. Two hundred and twenty five accomplished artists from twenty-five countries and twenty-two states in India gathered to participate in the festival, showcasing their art pieces which they produced at the venue. Different art schools such as JJ School of Art, Shantiniketan, Baroda School of Art, Delhi School of Art etc also participated. There were live demonstrations of different art forms such as batik, block printing, enamel art, fresco, wash techniques, sand sculpture, etc., which made the festival quite interactive. With the mood swinging vibe of the space, one could feel how lost each artist was in their work. No matter the observing visitors, they just continued working completely engrossed in their own world. Such festivals are so inspiring. It changes one’s views towards life.

**The Soul Players**

Vishi R. Dharmasriwardena – a realistic wild life painter, was born in Colombo (Sri Jayawardenapura-Kotte), Sri Lanka. He is a self taught painter and was always inspired by the forest and animals of Sri Lanka. His love and passion have taken him to various wildlife forests throughout his country. His regular visit to these forests is reflected through his realistic paintings. He has never painted from photographs and has always painstakingly gone to the surrounding of the animal and studied their bone structure, movements and mannerism of the animals before he paints. His paintings not only promotes art, it carries the message to love these animals.

Brigitte Gouwy, famous as Mata in her field of painting, was born in Belgium. She was formerly an ocean swimmer and body surfer in Belgium. She came to India and settled here in July. The decorative Lorries and Trucks of India always attracted her. She was so thrilled and inspired by the Trucks, that she started to paint since October, 2013 to capture its beauty. All her paintings are printed as postcards. She has a Facebook page known as “Thre3 6ixty Fi5e” which promotes her concept and paintings. She is planning to get into the fashion industry and design some cool t-shirts with her paintings and not just promote her paintings as tourist t-shirts.

Belgian Artist Brigitte Gouwy made her presence felt through her work in Jaipur.

_Sri Lankan Wild Life Artist Vishi R. Dharmasriwardena, with his creation at Jaipur Art Festival_
Share the Creative Women in You
M’arch on campaign

This Chr-cha then, was a perfect “women only” soiree. The cramped spirit put behind the family-office work balance and deadlines, and soared to give voice to goals ambitious enough to be challenging, but realistic enough to be attainable.

“I feel I was Nefertiti that many eons ago.” This was no trip in narcissism but an honest confession of one of the many Mentors gathered at the Chr-cha - a meeting of creative minds of Jaipur city. There was a businesswoman who admitted to “daily dusting my house” as her enduring fetish or a leading dental surgeon of the city whose life line was pushing her own envelop to do “better and better at everything”. The comforting cover of being amongst like minded women who had walked their talk had naturally unshackled the spirit - women who had found work to be more fun than fun were now ready to share their little secrets, though not about hard core matters but more importantly about the “ME”. That honest effort of having run the race against all odds had been indeed a transforming experience for the well heeled women drawn from various walks of life.

Doctors, lawyers, designers, writers, entrepreneurs, activists, artists and all other stakeholders in development in general, and that of women in particular - you name it and they were all there! Each one a heroine of her life and not a victim!

This is not to say that the Mentors had been born fail-ure-proofed or had never ever been on the hit list of Time! The reason why each had earned their place at the table was because they had not allowed the wounded heel to hold them back. Also it was all about attitude – once the wound was healed each was future focused, and now was ready to hold hands with the mentee, or as the term coined for the sisterhood act says - “Paying it Forward”

Each mentor was ready to give back without fear or favour to help the mentee overcome any roadblock in the journey; was ideated in the resolve to train, to toil with a new found vigour, to be spot-on and help them find their rightful place under the sun. “It is actually a two way lane,” said Archana Surana, Director, Arch Academy whose brainchild was Chr-cha. The Mentor according to her “too benefits from this value engineering as it keeps her in touch with the ground zero reality on one hand and opens little windows to the core competencies or lack of it of the emerging women leaders.”

This Chr-cha then, was a perfect “women only” soiree. The cramped spirit put behind the family-office work balance and deadlines, and soared to give voice to goals ambitious enough to be challenging, but realistic enough to be attainable.

by Sadhana Garg, Sr. Journalist
I was a bit apprehensive when I said ‘yes’ to be mentor, but when I attended a meeting at Arch prior to the walk, I got to know the context, which was just contributing to another person & I knew that I would be delivering that. During the walk we shared our lives, got to know each other & established a space where we could communicate fully without any inhibition. Kanak is a highly talented person who reposed complete faith in me, she not only listened but also acted very religiously on what I suggested & I love her for her charm & smartness.

"Oh, she has said everything about our assignment-report thing. I would use this opportunity to thank Kanak for being so kind and listening to me like a seeking mentee. She believed in me and that’s why she kept talking to me even after the walk event. Even I have learned a lot from her – like the spirit of challenging and not giving up. She could have never discussed the phobia with me, but she wanted to overcome it, she spoke to me. I am happy to find a new friend in her."

It feels as if we know each other for years even when it has been less than a month since we met. Thank you Kanak for being a wonderful mother & wife and a devoted daughter in law. Your belief in yourself makes you a powerful women…my interaction with you has enriched my life.

Kanupriya Sachdeva, Professor of Physics (MENTOR)

Despite having a decade ever experience in leadership & training & development role in service industry, I chose to be a mentee as I believe that learning is an everlasting process. As a new entrant to the world of entrepreneurs, my objective of being a part of Mentor-Mentee walk was to seek resources for learning from successful women, identify ideas, people and information that might be helpful. To be able to talk about my inhibition to start a new venture and above all have one person who can listen to me without any pre conceived notions!

And all this came true when I met my mentor Kanupriya Sachdeva. The first statement that I shared with her was I was relieved to see you as my mentor for I saw a compassionate, calm, knowledgeable and supportive person in you. During the walk together the first thing that we established with each other was Trust. My thoughts echoed back while talking to her and I was able to identify my strengths and areas where I need more focus … and each day I feel myself closer to my target.

Mentor Kanupriya Sachdeva, Professor in Physics at MNIT, Jaipur and a Landmark Education Introduction leader with her Mentee Kanak Chug an Image Consultant shared their mentoring experience.

Thanks to Ms. Sachdeva for being a coach, a source of encouragement, a devil’s advocate and above all a champion to help me think through important decisions and strategies! I am the most fortunate to get Kanupriya as my mentor. She not only helped me in my career boost but was successful putting the confidence of a friend in me on the ‘Mentoring Walk’ day. I could, very freely, talk to her about my personal issues that included disclosing my Driving phobia. She spoke to me many times after the walk and kept encouraging me to drive. No one has ever been this way with me like Kanupriya. Interestingly, she gave me an assignment to complete after I went back home from the walk event. Like a true mentor, she kept following me for the report of this assignment so that I don’t lag behind. Almost once in 3 days we speak about it and discuss my progress. I am happy to report that it is just because of a Mentor-cum-Friend Kanupriya that today I can drive with out any fear. She is surely my driving force. I thank people behind the initiative of the ‘Mentoring Walk’.

Kanak Chug, an Image Consultant.

The Global Mentoring Walk convenes established women leaders and emerging women leaders to walk together in their community. As they walk, they discuss their professional challenges and successes to establish a mentoring relationship. It is an opportunity to highlight the importance of women’s leadership and to accelerate the impact of women leaders through mentoring.
With the 1st Mandatory unit of the Edexcel programme in Art & Design ie Visual Communication in Art and Design, the assignments were about communicating ideas and concepts by researching visual techniques and applying the most appropriate methods to interpret our concepts. The scenario given to us was to design a poster for an organization working for wildlife and domestic animal protection like FIAPO or Help in Suffering. We were supposed to use was to design a poster for an organization working for wildlife and domestic animal protection like FIAPO or Help in Suffering. We were supposed to visit these organizations and interview our clients as part of our primary research and information collection. We had also to go to the zoo to research and understand the different behavioral characteristic of animals and to observe the gesture, demographics and their importance in the maintenance of our ecological balance. We also had to research, study and document one art movement and one artist of our choice to emulate the artistic style to render the final poster with our own developed aesthetic senses. At every step we had to analyze, critically evaluate and justify our actions. The assignment had a strong vocational context. We had the opportunity to present our work to the clients in response to a brief. And express 'why we have done what we have done' and to have an alternative idea ready to present as back-up. We also studied related principles and elements of design etc in order to begin exploration with techniques. I did research on various characteristics and gestures and postures of the selected animal, the lion, and drew observational and detailed drawings. After all the basics, I started up with my explorations in visual techniques through my animal, which included both the use of different mediums and some self generated techniques. We were encouraged to visit exhibitions and art fairs in the city. With group discussions and peer assessments, we were also able to develop our concepts. There were demonstrations of various techniques in the class and we were shown documentaries on Visual communication along with various videos on art movements and artists. Moving on with the unit, I further made a research paper on a selected artist, Pablo Picasso and his famous style of cubism. With the ideas and variations explored in the poster design assignment I learnt to represent my artwork in cubist style and I implemented the final concept poster prototype, using different mediums and representation in the selected style. With the completion of the whole unit I am now able to understand mediums and techniques to explore, discover, develop and represent ideas. The next unit, Ideation and Generation and Development in Art and Design is still under progress. This unit is about inspiring and motivating learners in a challenging way to think ‘out of the box’ and generate ideas that are innovative. It encourages risk taking, visual experimentation, and problem solving. In our case it included the use of lateral thinking, the exploration of scale, mind maps, workshops, the use of non-traditional preparatory materials, group discussions, tutorials, peer and tutor feedback and reflective annotation in sketchbooks and visual diaries. The 1st assignment in this unit which includes observation of forms, and understanding the shape and expression of objects in different spaces is completed. I had selected the brush as a tool, with which I made the basic drawings and some explorations focusing on association.

Collage and caricature- The animal I had selected for my assignment of creative interpretation was the lion which I tried to represent through exploring different visual communication techniques, one of which is collage. Using cut paper, I made an artwork, assembling a caricature of the lion.

Centre of effect- This technique is a self generated technique in which I made concentric circles. I made rays coming out of this centre as the main element of my technique and I finally made the drawing of the lion over the base and colored it in with colour pencils and black pen. I gave a shifting effect in the entire drawing in order to express 3d in 2d.

Polychrome lion- This technique uses multicolour to best express the moods and characteristics of the form. Using vibrant poster colours as the medium, the straight and curved strokes defined the ferocious character of features of the lion. In my exploration of the medium I got to learn to express idea and emotion.
Inspiration
Connection & Communication

Poster design encouraged the students to implement their ideas and think on a very crucial emerging topic of saving animals from cruelty.

Akshita Airan, Foundation student

PRACTISE, DOCUMENTATION, HARDWORK, OVERTIME...Yes, this is what an open session teaches a student and this time it’s us—The Foundation batch ‘Open House day-cum-Jury’ which was held on 29th March on 2 Edexcel Units—Visual Communication in Art and Design as well as Idea Generation. Students were excited and a bit nervous too to present their work in front of jury members for the first time.

The assignment i.e. Poster design encouraged the students to implement their ideas and think on a very crucial emerging topic of saving animals from cruelty. Ms. Timmy Kumar (an artist and interior designer), Ms. Geetanjali Kasliwal (Architect), Artist Mr. Bhawani Shankar Sharma, and Mr. Ravish Gautam who were invited as jury members were amazed by the quality of work done by students. There was lots of talk about saving wildlife, domestic animals as well as creating a balance between them, to sustain the environment. Ms. Timmy Kumar added more knowledge to our research on various artists, their techniques and applying them in our poster. She even expected us to create awareness about the scenario in our real life.

The Poster SHOOT THE DISAPPEARANCE gave us a provocative thought of saving tigers. The next Edexcel Unit module, given to us was Idea Generation. It was all about expressing and implementing our ideas, and our thoughts in different possible ways. We select any object or element of nature and use their FORM WITHIN SPACE or represent their SPACE WITHIN FORM. Students used paint brush, cup, ring bell, card reader etc. as their object and represented their expressions, their views through the object. The whole work left us with an experience of facing the outside world and we got confidence to present our work, and the subject in detailed depth. We got meaningful feedback from our faculty Ms. Aparna Yadav and Mr. Indrajit Das. They supported us from the very beginning in the work we were doing. We were also highly inspired by the words of our Director Ms. Archana Surana who guided us with the basic skills we should possess to present our work.

Thank you all for mentoring us and being there to guide us in the right direction.
“Mharo Rajasthan” (Rajasthan Anthem) is a musical venture which speaks of Rajasthan’s rich heritage where the youth associates, and feels proud of being a part of it. and their creation, reflecting their efforts & analysis is mirrored in the composition of the chorus. Collaborating with the Bollywood sound engineer, Ashish Manchanda, the hymn sequence is performed with Swaroop Khan. After completing the audio, the script was designed for the video, and to showcase the beauty of Rajasthan it was shot in more than 8 heritage cities of Rajasthan - Jodhpur, Bikaner, Jaisalmer, Udaipur, Chittorgarh, Ajmer, Pushkar & the capital of Rajasthan, Jaipur. The visual narration of the anthem reflects the diverse traditional antiquity, so well preserved in these cities even today. The video features renowned people of Rajasthan from various fields. The people of Rajasthan have progressed in the field of business, art, sports, science, music & various other social and cultural activities. They have marked themselves on the world map for their glorious past as well as present. The song includes details of Rajasthani music, dance, culture, tradition, historical places, art, tourism, motorsports & history in itself. This 4 minute song and video has captured the essence of Rajasthani Maati.
GLOBAL DESIGNS

The Journey of a City Designer who recently gets Awarded with the ELLE Decor International Design Award (EDIDA), India 2013

Ayush Kasliwal is a furniture designer and is fortunate to get the prestigious ELLE Decor International Design Award (EDIDA), India 2013. We were eager to know the story behind his success. Here are some questions which we asked him.

Q. What was your inspiration to become a designer?
I was brought up in Ghana, West Africa where I did not have many toys or games to play with. The easiest things at hand were Mud, and boxes of cassettes. This made me creative, and I invented games to keep myself occupied. This was the start of my ‘making’ things. This led to my becoming a designer as I understood how things are made.

Q. How were your days at the NID?
Oh! It was great as I was the only student in furniture and interior design. I got more attention from the teachers; hence I could explore more in my field as well as in other fields.

Q. How did you start your company AnanTaya Decor?
After passing out from NID I straight away started my own firm in my home city, Jaipur. In the course of working, I came across many skilled artisans, and started to use crafts in the projects that I was working on. After a certain point, it made sense to start a showroom to retail my products, and that was the beginning of AnanTaya.

Q. Was it difficult to set up your own firm?
I’ve never faced any problems in establishing my firm because I never took challenges as obstacles. Each difficulty was an experience for me to learn from and grow.

Q. Where do your products find its identity?
My products don’t stand as a piece in space. It revolves around the space. The products have a reason for existence. However, being Indian is a very strong part of all my work.

Q. How do you socially contribute as a designer?
Crafts are a highly sustainable way of production. Which also employ millions of crafts people. This extremely skilled community is unfortunately not flourishing due to the paucity of design, and marketing opportunities. Here is where AnanTaya comes in, to design products that craftspeople can make, and understand, and clients enjoy to use.

Q. What message would you like to convey to the upcoming designers?
I want to say, be open, be flexible to the things you are surrounded with and always believe in the world of beauty.

We thank Ayush Kasliwal, for taking out time to sit with us and talk. It was a very big opportunity for us to be able to interview him as we are still in the infancy of design.
AIEED 2014
All India Entrance Examination for Design
Centre Based
1 June 2014
Online
16 April '14 to
2 June 2014
www.aieed.com
www.archedu.org

Arch
design
New Age
Career
Dispersed

Fashion
Interior
Graphic
Jewellery
Lifestyle
Accessory
Craft Product
Textile Product
Design
Communication
BBA
Design
Management
PG GPEM
BVA
B.COM

Affiliation & Authorisation
Univ. of Exeter
UK IERI
IITK
LCCI
edexcel
BTEC

College Campus: 9, Govind Marg, Malviya Institutional Area, Malviya Nagar, Jaipur-17, Ph: 91141-4060500/02/03, Mob: 91 9414070678

Editor in Chief: Archana Surana
Patron: Dhirendra Jain
Editor: Sanjay Joshi
Production Manager: Sheetal Karamchandani
Design Team: Himanshu Saxena, Surbhi Verma

Printer, Publisher and Owner Archana Surana, Published from ARCH Academy of Design, 9, Govind Marg, Malviya Institutional Area, Malviya Nagar, Jaipur-17, Printed at Classic Art Printers, Jaipur